The World of
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COVER STORY

MTV Yamaha Band Alert '98: Contest Finals Enjoy Great Success

Finals were held in each of six Asian countries and regions at the end of 1998 for the band contest that has inspired young fans and musicians alike across Asia: the MTV Band Alert with Yamaha. Shanghai kicked off things, followed in rapid succession by Bangkok, Beijing, Manila, Kuala Lumpur, and Taipei, with Singapore taking the anchor leg among the seven city finals.

Of the roughly 800 bands that entered the earlier preliminaries, the field was whittled down to 86 that won the chance to perform at their respective finals. The finals contests alone drew a combined audience of more than 5,000 people, marking a wonderfully successful finale to the whole Band Alert 98 roadshow. The country finals were emceed by popular local video jockeys from MTV, and each one was broadcast later as a special show.

Through the tie-up with the extremely popular youth-oriented satellite music channel MTV Asia, the event achieved a total television viewing audience of approximately 6.5 million households. At the same time, Yamaha s strong experience and know-how in organizing large band contests from preliminaries through to finals was harnessed to great effect, all with the invaluable support of each local Yamaha Group affiliate, as well as importers and hundreds of music stores. In the People s Republic of China, it was the first band contest of its kind ever put on, attracting a great deal of attention.

Yamaha and MTV Asia are already planning their next Band Alert for 1999, to give the young people of each country another opportunity to strut their musical stuff under the bright lights.

❶ A scene from the performances at the Thailand final
❷ The audience packs itself into the Hard Rock Cafe Singapore for the contest final.
❸ The finalist bands in the Philippines
❹ Members of the winning band from Malaysia celebrate their victory.

Silent Series Topics

Silent Electric Cello Launched in New York

Demonstration performers at the media launch, flanked by Mr. Shigeto Nomura of the Head Office's Guitar and Drums Division (far left) and two members of YCA's Band and Orchestral Division (far right)

Yamaha heralded the arrival of its latest addition to the Silent Series, the Silent Electric Cello SVC-100, with a media launch on December 10 at the company s Artist Services Center in New York. The event, organized by the Band and Orchestral Division of Yamaha Corporation of America (YCA), was also an opportunity to showcase the entire Silent Instrument concept.

Demonstration performances were held for the Silent Electric Violin (SV), Silent Electric Cello (SVC), Silent Brass and DTX Silent Session Drums. A total of 13 major international media organizations eagerly covered the launch, including CNN, CBS Radio, and the *Economist*. The five main U.S. television networks and Canada s Newsworld Weekend program all broadcast features on the Silent Series.

Recital by Professor David Geringas of Lübeck Music College

Cellist and Professor David Geringas of L beck Music College gave a recital with several of his pupils on November 18 last year. The concert chamber was filled to capacity for the recital, held in the northern German city of L beck in a serene atmosphere, and attracted considerable interest.

At one point during the recital program, Professor Geringas took the stage carrying the SVC(Silent Electric Cello) to perform a piece by the French composer Olivier Messiaen (1908—1992). This instrument is the Silent Cello developed by Yamaha, he said. When I actually tried playing it, I was fascinated and very much enjoyed it. When I introduced it to my students, they too were intrigued. One can practice with the SVC in the middle of the night without disturbing anyone nearby. I am also convinced that it vastly expands the possibilities associated with new contemporary music.

After those words of high praise, he proceeded to give a beautiful performance. For an encore, he once again took the stage with the SVC, accompanied by three of his pupils. They performed a tango by Francini as a quartet, as the audience too was captured by the sound of the SVC.

❶ Professor David Geringas (far right) holding the Silent Electric Cello, with his pupils.
❷ Yamaha personnel pose with Prof. Geringas (second from left).

Silent Series Attracting Significant Media Attention

Time magazine, one of the world s most respected weeklies, recently attracted considerable attention to the SVC by featuring it in a story. *Time* is published in the United States and worldwide, with one of the highest circulations of any journal. The article on the SVC appeared in the December 24 edition in the United States, and in the following week s edition in other countries.

Business Week magazine of the United States recently announced its Best Products list of 1998 in a range of categories. Alongside Apple Computer s iMac and Sony s Vaio was none other than Yamaha s SV. The issue that ran the Best Products story gave the SV prominent coverage right next to a write-up on the worldwide hit of 1998, the iMac.

Popular Science, the world s largest-circulation science and technology magazine, awarded the SV its Best of What s New Award. The cover of the special-award issue boldly praised the SV and other recipients as being among one of the year s greatest achievements in science and technology. The award ceremony in New York drew all six of the city s major television stations, as well as CNN, CNBC, and NBC Weekend Today. The subsequent prime-time newscasts featured the SV prominently.

CNN recently aired a program that featured professional musicians with the SV and SVC, commenting on how the instruments compare favorably with traditional acoustic instruments. The sound is not inferior, the quality is high and the price very reasonable and They are very versatile were some of the characteristics highlighted. On CBS WINS-AM Radio in New York, the Silent Series was praised for allowing people to enjoy playing without the worry of disturbing family or neighbors. They are particularly good for beginners wanting to practice, and [for] rock band performances.

Silent Electric Violin Receives Prestigious Design Award

The SV-100 has become Yamaha s first-ever recipient of the iF Design Award in Germany. The iF awards, organized annually by the Industrie Forum Design Hannover with the purpose of promoting excellence in industrial design, are among the most prestigious design awards in the world. The program included the competition, an exhibition at the Hannover showgrounds (which ran in conjunction with CeBIT, the Hannover Fair and other trade fairs through to November 1998), a symposium and the publication of the iF Yearbook.

For the 1999 competition, 1,368 entries from 28 countries were received, with 223 entries gaining awards. The SV-100 won in one of the most sought-after of the 10 competition categories, Industry. The 1999 award marks the first occasion that a Yamaha product has won an iF. A special awards ceremony is scheduled to take place in Hannover on March 18.

iF Product Design Award 1999
Industrie Forum Design Hannover

The Silent Electric Violin, SV-100

CONCERT

Trumpet Concert Tour Boosts Yamaha Brass Range

Yamaha Musique France S.A. (YF) organized a trumpet concert tour from November 23 to 26 last year that included a lineup of top artists from both the classical and jazz genres. On the classical side of the bill were Antoine Cur , professor at the Conservatoire National Sup rieur de Musique de Paris, and Jean-Fran ois Raymond of the Paul Dukas Brass Quintet. Representing the jazz genre was Bobby Shew, a major star invited from the United States.

The tour began on November 23 at Salle Cortot in Paris, and continued on to Lille, Le Mans and Metz. After a masterclass by Bobby Shew at each venue, live performances in both the classical and jazz styles were given. The combined live audience for the four-night tour was approximately 2,000 people, and a portion of the shows received television coverage.

At each concert hall, an exhibition of Yamaha trumpets, cornets and flugelhorns was arranged, and with encouragement from Bobby Shew, many jazz trumpeters tried out the instruments. The tour was a great opportunity to show off the quality of Yamaha s brass range, coinciding notably with the launch of the new Bobby Shew profesional flugelhorn.

❶ Bobby Shew performs with a jazz trio.
❷ (From left) the three trumpet greats who performed on the tour: Bobby Shew, Jean-François Raymond, and Antoine Curé

AUDIOVISUAL/EXPOSITION

Yamaha Offers "Home Theater for the Digital Age"

The International Consumer Electronics Show (CES) 99, held in Las Vegas, Nevada, from January 7—10, is the largest expo of its kind in the United States. The convergence being brought about by rapid advances in information technology, coupled with the digitization of consumer appliances and electronics, was startlingly highlighted by many exhibits at the show. In particular, the line between computers and consumer electronics has become considerably blurred. The high level of public interest generated by such developments saw the show reach its most frenetic level in a number of years, drawing about 100,000 visitors over the four days.

At the Yamaha booth, Home Theater for the Digital Age Is Yamaha was the main theme, with a broad spectrum of products on display. The lineup ranged from products targeted at serious home cinema buffs, right through to miniature televisions for those interested in personal cinema products. Yamaha s comprehensive range was unmatched by other firms, with many observers rating Yamaha as the strongest it s ever been.

Particularly outstanding was the flagship of the Home Cinema range, the new-generation RX-V2095 Receiver. It has achieved a significant boost in performance and price-competitiveness thanks to Yamaha s proprietary LSI technology. Large crowds gathered in front of the demo room to experience firsthand the impact of Yamaha Cinema DSP.

Demonstration of a prototype for DVD Audio and displays of the Personal Receiver (PMP-1USB) —which enables digital convergence of the audio/video equipment due for release this year and personal computers—as well as IEEE 1394/mLan (Firewire) compliant devices, suggested an array of exciting possibilities for next-generation digital home entertainment from Yamaha.

The Yamaha booth attracted a large number of visitors for the duration of the show.

AWARD

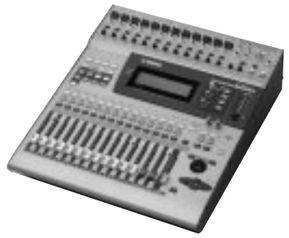
Yamaha Shines in Future Publishing Poll

The Reader Awards 1998, organized by the United Kingdom s largest specialist music magazine publisher, Future Publishing, saw Yamaha products take first place in five categories. The awards were decided on the basis of voting results in the firm s annual readers poll.

The products and categories for the awards received were as follows:

Mr. Darren Power, YK's GAD marketing manager (left), is congratulated by the presenter at the awards ceremony.

A3000-V2 (Best Sampler)



O1V (Best Mixer under £2,000)

APX-4A (Best Acoustic [or Electro-Acoustic] Guitar from £200 to £500)

FG402 (Best Acoustic [or Electro-Acoustic] Guitar under £200)

Pacifica 112 (Best Electric Guitar under £200)

WORKSHOP/CONCERT

The Canadian Brass Promote Yamaha

The Canadian Brass, an internationally acclaimed brass quintet, have used Yamaha instruments exclusively at many of their most important concerts and recordings. Currently performing as a Yamaha ensemble, the Canadian Brass are actively promoting Yamaha s products in clinics and master classes worldwide.

In August 1998, the Canadian Brass presented a week-long Summer Brass Institute as a joint initiative with the University of Toronto, Canada. The program was the brainchild of Mr. Chuck Daellenbach, Canadian Brass tubist, and Associate Dean, Mr. Cameron Walter. The classes were held at the university's faculty of music, attracting more than 80 participants. In 1998, the Canadian Brass were appointed Yamaha Artists in Residence at the university.

On November 10 to 11, the Canadian Brass paid a visit to Yamaha Headquarters. On the 10th, they visited the Toyooka Factory s instrument manufacturing site, and on the 11th they performed a mini-concert for the workers of the factory during lunch-time as well as a second mini-concert at the head office. As always, their performances were entertaining and full of surprises.

The Summer Brass Institute, presented at the University of Toronto

MUSIC POPULARIZATION

27th International JOC

The 27th International Junior Original Concert (JOC) was held at Orchard Hall in Tokyo on September 14 last year. One young musician each from Germany, the United States, Mexico, Taiwan, Indonesia and Malaysia took part, as well as six participants from Japan. All the children showcased their original compositions.

The evening got underway with greetings in the languages of each participant, and the first part of the program was devoted to enthusiastic performances of original music by each child. During the second part, the participants from Mexico, Germany and the United States gave spirited renditions of folk music from their native countries, completely enthralling the audience.

Additional images of the concert and related information can be accessed on the World Wide Web at <http://www.yamaha-mf.or.jp/intl-joc/>.

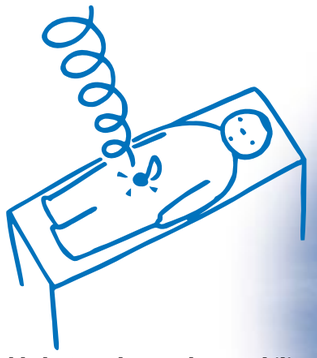
J.E.F.G. Marquez from Mexico performs the composition "MACCHU PICCHU."

What Sounds Can Do Part 2

Ordinarily, sounds that can be heard by the human ear have a wave frequency from 20 hertz through to 20 kilohertz (20,000 Hz). This is called the audible range. Sounds with a wave frequency below 20 Hz are called ultralow-frequency sound, while sounds that exceed 20 kHz are called ultrasound waves. Ultrasound is already being utilized in a wide variety of applications, and it is believed that there are countless more, as yet untapped possibilities. In this issue, we will explore what these ultrasound waves can do.

(In Hospitals)

[Examining]



At a medical checkup, have you ever had a sticky creme applied to your body and then had a device that resembles a computer mouse passed back and forth over the area? That is called an ultrasound examination, which works by sending out ultrasound waves into some part of your body, and then converting the reflected waves into image data on a monitor.

This system works on the same principle as a mountain echo. The ultrasound waves enter the body as vibrations, and are reflected back at varying densities and strengths. In this way, the boundaries between different internal organs, as well as lesions (injuries), are shown.

The major advantage of an ultrasound examination, compared to an X-ray exam, is its high level of safety. This feature makes the examination ideal for many medical fields, particularly in obstetrics, where it is used to gain a detailed view of the fetus inside the mother s womb.

[Treating]

There is a method of treatment that uses ultrasound to break up concrements. Concrements are stone-like solids that can build up in the kidneys and urethra, and cause acute pain depending on their size and location. In place of the previously common treatment, which was often surgical removal of the stones, in recent years a form of treatment has been developed that does not require surgery. It involves a bombardment of strong sound waves irradiated from outside the body into the stones to break them up. This alternate method is becoming quite common.

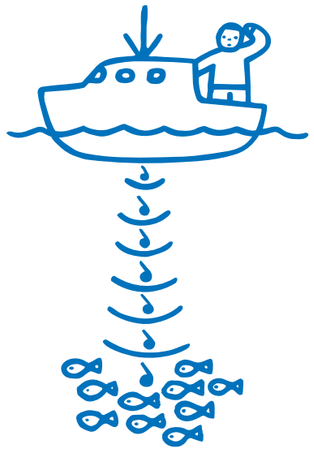
Another application is the ultrasound scalpel, which has a minutely vibrating blade to enhance the capability to cut very cleanly. There is also a new type of treatment undergoing testing that irradiates cancer cells with ultrasound, which increases the cells temperature, thereby destroying them. These and numerous other developments point to the possibility of a wide range of valuable medical applications for ultrasound.

(In the Water)

[Searching]

While radio and light waves are difficult to transmit through water, there is a technology that takes advantage of how well sound transmits in water. The sinking of the *Titanic* in the early part of this century led to an urgent call for ways to increase the safety of seagoing voyages. And the outbreak of World War I shortly afterward brought additional impetus from military quarters to find a solution. Thus began research into using ultrasound waves in water sensors more than 80 years ago.

Dolphins emit ultrasound waves that bounce off schools of small fish and are picked up again by the dolphins to let them know the location of their food supply. In the same way, ships and submarines use sonar, which emits ultrasound waves that then reflect off objects, warning the ship of any hazards ahead. Fish-finding equipment is another example of the same kind of technology at work. Outside the water too—for instance, in a car—ultrasound sonar can be put to practical use to ascertain the condition of the road surface, or in detecting any obstacles behind the car when it is backing up.



[Washing]

Recently, one way this technology has entered our daily lives is through washing machines that cleanse clothes by way of ultrasound waves. The washing-machine bowl, usually made from stainless steel, vibrates minutely at a rate of 20,000 to 100,000 times per second, releasing strong ultrasound waves inside the bowl. The pressure from the ultrasound breaks up the water, causing tiny bubbles to form. If the pressure is increased further, the bubbles are crushed, and at that point a large force is generated which cleans the fibers in the clothes. This process, called ultrasound cleansing, is commonly used in semiconductor plants and precision machinery factories.

(In Our Daily Lives)

[Moving]

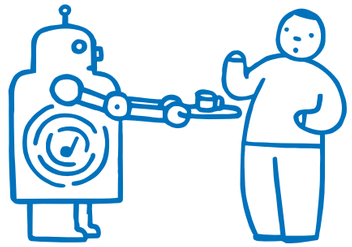
Motors that use ultrasound are small, utilize a simple mechanism and give off little noise. Until now, motors have relied on the force that works between electric currents and magnetic fields; in contrast, however, the ultrasound motor moves objects with vibrations. Some cameras now incorporate autofocus that runs on this principle, but many research projects that are currently being pursued aim to harness this potential for practical application in areas such as household electrical appliances, automobiles and industrial robots.

[Evaporating]

Very fine droplets of water resembling steam come out of an ultrasound humidifier, but if you try touching this steam you find that in fact it consists of cold water droplets. What is being applied inside the humidifier using ultrasound is similar to the phenomenon of spray coming off a rough winter sea, to produce the vapor. Very fine, fluctuating waves are generated near the water s surface, and the droplets given off are then delivered to the outside of the machine by blowing air through.

[Adhering]

Ultrasound welding is the process whereby plastics and other materials are stuck together by controlled melting, which is created through minute vibrations that cause friction and a rapid rise in temperature. It uses no poisonous welding flux, and no drying time is necessary. This has led to its wide use in sewing ski wear and sealing the lids of cup noodles.



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We have been introduced to a few of the practical examples that use the reflection of ultrasound waves, vibrations or the energy generated from vibrations. However, ultrasound still hides a multitude of uncharted possibilities for use. For example, research is being done in the field of thermo-acoustic engineering into carrying heat with ultrasound waves.

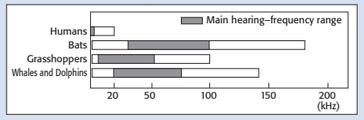
Including both the sounds we can hear and those we cannot, it seems we have only just passed through the entranceway into the world of sound. Let s open our eyes to the new world of sound, which is contributing more and more to society in so many areas: industry, daily life, welfare and medicine, just to name a few.

Bats and Ultrasound

Bats send out ultrasound waves (30 to 70 kHz) inside pitch-dark caves. From the echo, the bats can locate obstacles, and are thus enabled to skillfully fly around in the confined space. They can also find insects as small as two millimeters in length, up to one meter in front of them.

Recently, it has been discovered that there are species of bats that can distinguish among low-frequency sounds below 5 Hz. They use this capability to identify differing varieties of frogs that they prey on. In these ways, bats auditory senses can pick up a wide range of sound frequencies. Even in a cave, where many tens of thousands of bats may be crowded together, they can still distinguish their own echo from among the sounds that other bats have emitted in the same frequency band. This is just one more example of the astounding sophistication of the bats sense of hearing.

Sounds That Animals Can Hear



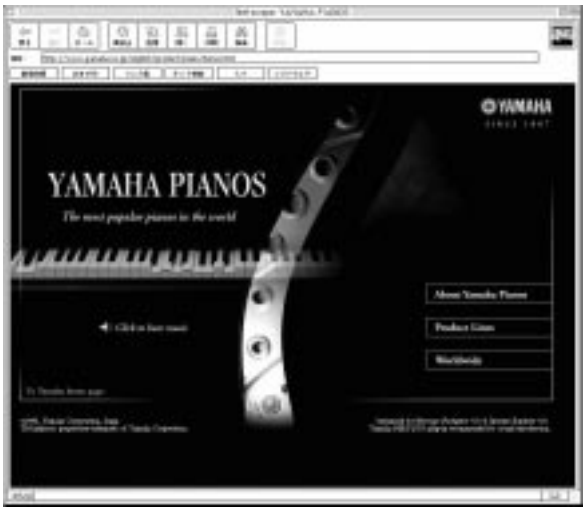
Cooperation: Yamaha Corporation, Acoustic Technology & Development Division

INTERNET

Piano Website in English

Yamaha recently added a new international piano Website titled The Most Popular Pianos in the World, as a part of its English-language section. Here is a full and up-to-date range of information on Yamaha s acoustic and digital/acoustic piano lineup, for piano enthusiasts from all parts of the globe. The site allows readers to check exactly which models and finishes are available in their region, and also provides detailed specifications for individual models and topical articles relating to Yamaha pianos.

And on the subject of Yamaha pianos and the Web, why not check out a site that pays tribute to the world-famous pianist and long-time Yamaha piano devotee, Glenn Gould. The site, developed by the Glenn Gould Foundation, features a Yamaha keyboard as the site navigation bar, and clicking on the Yamaha logo takes the visitor to Yamaha Canada s home page. On the Glenn Gould Magazine page, there is a fascinating essay by Gould on the late Russian pianist Sviatoslav Richter, giving some insight into his love of Yamaha pianos.



Glenn Gould Foundation:
http://www.glenngould.ca

Yamaha global piano site:
http://www.yamaha.co.jp/english/product/piano/

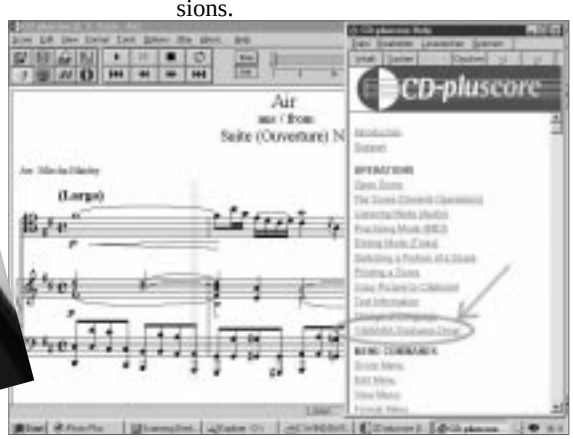
DISKLAVIER

CD-ROMs Promoted for Disklavier

Internationally renowned classical music recording company Deutsche Grammophon and European music publishing giant Schott Musik International have joined forces to produce and promote CD-ROMs for use with the Disklavier. The concept, initiated by the Multimedia Division of Schott Musik, has gained a strongly positive response from the public, through joint promotion of the Masterpiece Series of CD-ROM digitized classical music scores. These allow viewing on a PC, as well as saving and printing out of the scores with the user s own additional notation. MIDI data are also stored on the CD-ROM, which can be played on a Disklavier.

After the initial release of the CD-ROMs, Deutsche Grammophon tied up with Schott Musik, announcing the launch of the *CD-pluscore*. At first glance, the product looks like an ordinary Deutsche Grammophon classical CD, but if it is tried out on the PC, the musical score appears on the screen and moves along as the music is played. MIDI data have been included on a CD, which can be played on a Disklavier, and plans call for extending the series to 18 releases over a three-year period.

For this project, through cooperation between Deutsche Grammophon, Schott Musik and Yamaha, the *CD-pluscore* titles from Deutsche Grammophon and the Masterpiece Series by Schott will contain the Yamaha CBX MIDI Driver software and instructions on its use. Currently, the CDs are available in four languages (English, German, French and Spanish), but this will eventually be expanded to include Japanese and Korean language versions.



The cover of the Deutsche Grammophon *CD-pluscore* release, and the musical score as it appears on a PC

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